

# MissionSite

top unreached locations



VALLEY, AL

CENSUS TRACT: 01017954600

REGION: South Central Region

ASSOCIATION: East Liberty

DISTRICT: 04: Eastern Black Belt District

COUNTY: Chambers

SITESCAPE: Townscape

DENSITY PATTERN: K



Alabama Baptist Convention  
State Board of Missions



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*

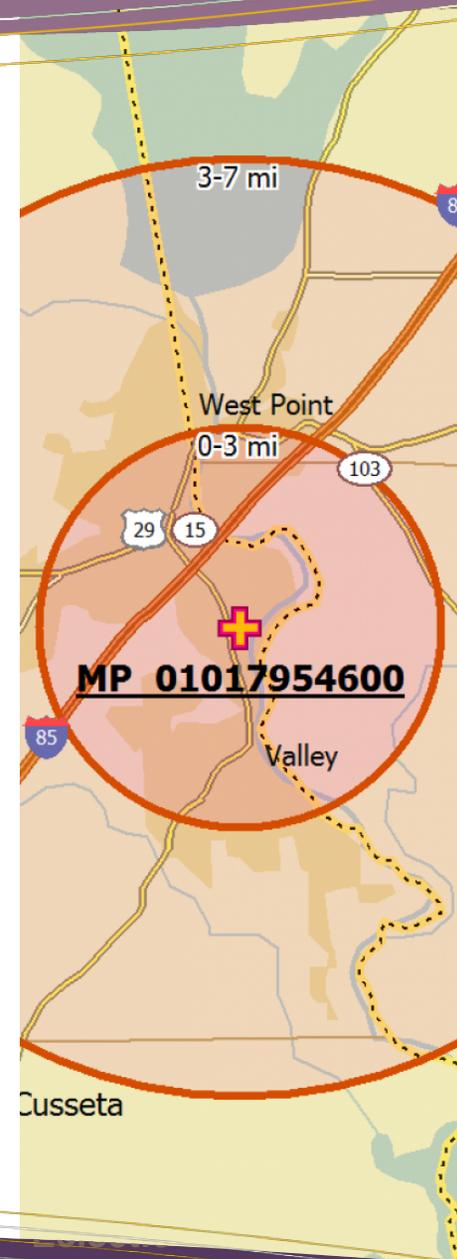
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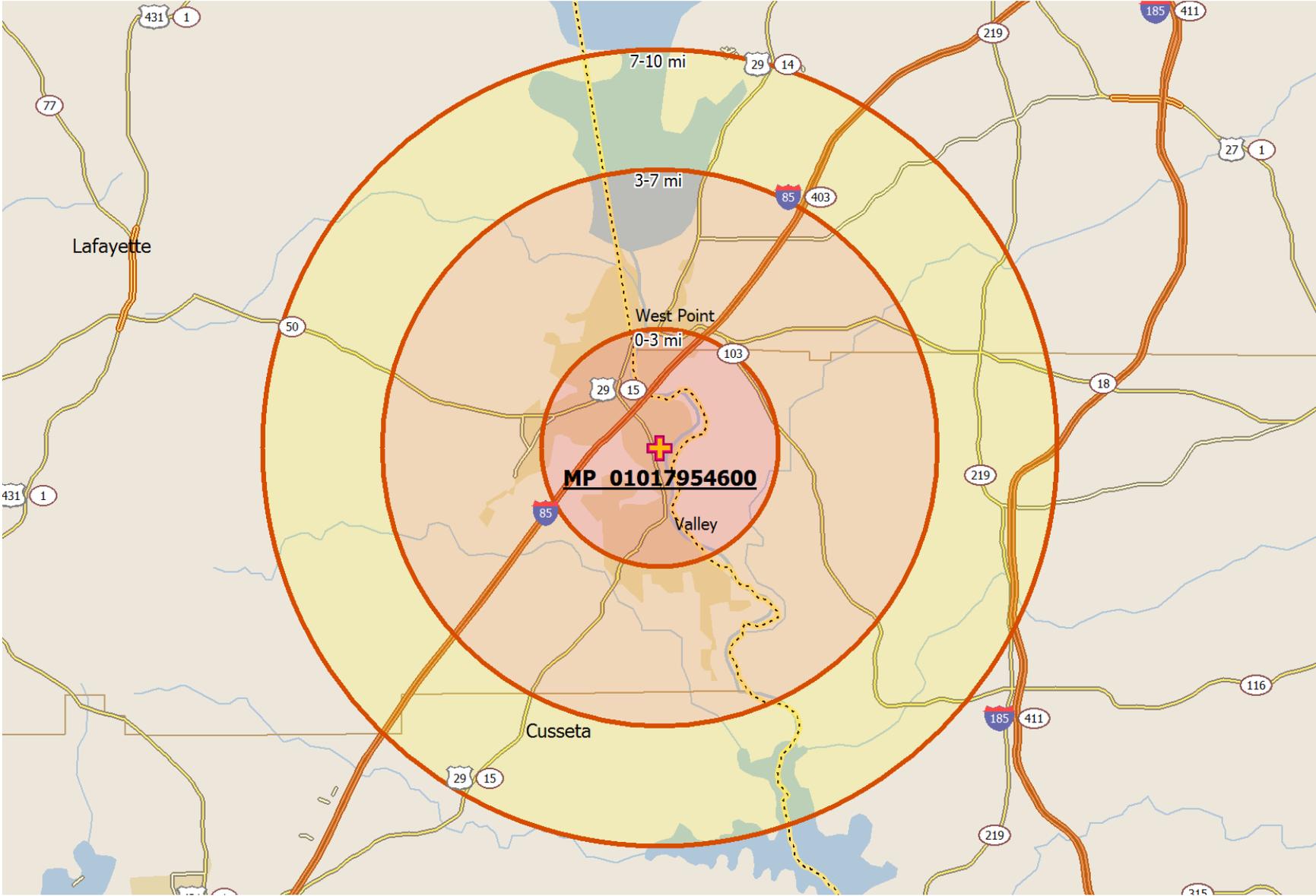
## Site Location Summary

The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. SITESCAPE definitions may be found online at the [MissionalCyclopedia.org](http://MissionalCyclopedia.org) site.

	Location Typography	CODE	LOCATION
1	Region	0103	South Central Region
2	Association	1262	East Liberty
3	District	04	Eastern Black Belt District
4	County Location	01017	Chambers
5	Zipcode	36854	Chambers
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.2	Medium Towns
8	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
9	Sitescape Density Pattern	K	50000-50000-10000



# Site Location Summary - Map of the Site Location



# Site Location Summary - Urbanicity

One key issue in site location is the degree of urbanicity - how rural or how urban is this setting? A number of government agencies have tackled this question in order to better compare various types of communities in the United States. The chart below provides a summary of how various government agencies have defined this particular location. IICM took the Rural Urban Commuting Areas (RUCA) from the US Department of Agriculture and created an index value based on the most rural value being a "0" and the most urban value being a "100". You will also see their ERS RUCA Commuting Value. The percent of households that commute from a non-metro to a metro area is also given.

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	5	Micropolitan area adjacent to a small metro area
3	Rural / Urban Continuum	6	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	32	Town: Distant: Territory inside an urban cluster that is more than 10 miles and less than or equal to 35 miles from an urbanized area.
6	IICM RUCA Values Index	79	Micropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	4	Micropolitan area core: primary flow within an Urban Cluster of 10,000 to 49,999 (large urban cluster)
8	Percent Commuting to Metro	14	Percent commuting from non metro to metro areas



# Site Location Summary - Band Composition

Below is a summary of the composition of the three bands around the center of the census tract. Values for the total population, and various types of group quarters in each band are provided below. In addition to current population estimates, each band has been compared to all of the other census tract bands around the country. Population density, language diversity, foreign born diversity, ancestry diversity and racial (broad census categories) diversity have all been indexed across the country with a "0" value representing the least value and 100 representing the most in each category. For an explanation of these indices please see the Sitescape article at [MissionalCyclopedia.org](http://MissionalCyclopedia.org).

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	16,509	11,145	7,719
2010 Households	7,143	4,590	2,963
2010 Group Quarters Population	214	0	50

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	27	20	10
Language Diversity National Index	7	6	4
Foreign Born Diversity National Index	70	33	8
Ancestry Diversity National Index	17	10	21
Racial Diversity National Index	63	51	33



# Site Location Summary - County Environment

In 2004, the US Department of Agriculture created a county typology that categorizes all of the 3140 US counties into 6 economic-dependency types and 7 other county-types. Although the specific bands of this report may differ from the dominant characteristics of the county, the county environment is useful to better understand the site location context. Further information about these categories may be found at the [MissionalCyclopedia.org](http://MissionalCyclopedia.org) website.

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	1	True
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	1	True
Non-metro Recreation County	0	False
Retirement Destination County	0	False

ECONOMIC DEPENDENCY	CODE	INDICATORS
Farm-dependent county indicator	0	False
Mining-dependent county indicator	0	False
Manufacturing-dependent county indicator	1	True
Federal/State government-dependent county indicator	0	False
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	0	False



# Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-3 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at [MissionalCyclopedia.org](http://MissionalCyclopedia.org).

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	603	8.44%
Mainstay Communities	Established, Diverse Households	241	3.37%
Working Communities	Blue-collar, Working Families	1,891	26.47%
Country Communities	Rural, Agri. & Mining Families	490	6.86%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,115	15.61%
Urban Communities	High Density, Inner-city Neighborhoods	2,804	39.26%

# Using the Site Location Summary

The site location summary has been designed to aid APEPT missional response teams, church planters and church planting sponsors in determining potential sites for starting new ministries and new congregations and choosing appropriate personnel for the location. Below is a list of several issues that need to be considered in choosing a potential site location.

## *Issues for Your Consideration*

1. The SITESCAPE category, group and density pattern listed on page 3 identifies this location within a continuum that reaches from country to town to suburb to city. Ideally, church planters and missional team members should have already acculturated to this type of location. It may be difficult for a "City Person" to minister effectively in a "country" location and vice versa.
2. The urbanicity designations on page 5 may have implications for ministry development. The extent of commuting within a metro area may need to be considered in choosing a potential building site or in developing evening events or ministries. The percent of the population that commute from a non-metro to metro area may also need to be taken into consideration.



# Using the Site Location Summary

## *Issues for Your Consideration - continued*

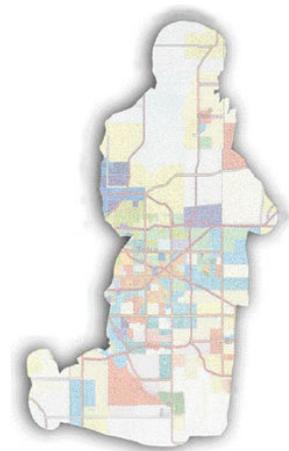
3. Band composition and the comparison of population between the bands on page 6 may have implications regarding types of anticipated ministry development - from "a neighborhood" congregation to a more "regional" approach. The numbers and types of group quarters (usually some form of multi-family housing) may suggest the need for multi-housing ministry. The density and diversity indices compare this site to other site locations across the country. Values over 50 in each of these indicates a higher level of diversity or density than most other locations.
4. Each US location exists in a county or county-equivalent, as shown on page 7. This overall context may affect the environment of this site location. The type of economic dependence of a county may shape the background of a church planter that will be needed for this particular site.
5. The dominant social environments in this particular site noted on page 8 create specific cultural practices and values that will need to be taken into consideration when starting a new ministry or new congregation. Please read the summary articles at [MissionalCyclopedia.org](http://MissionalCyclopedia.org) for the top 2 largest social environments. What implications do you see based on the dominant social environments in this location?

# Spirituality Indicators Overview - Evangelscape

The Evangelscape is an IICM dataset based on a national study conducted by the Simmons Market Research Bureau as indexed to the MOSAIC lifestyle segmentation system. The dataset includes the percent of households for each MOSAIC lifestyle segment that are considered "unreached," "religious but not evangelical," "spiritual but not religious or evangelical," and "not evangelical and not interested in religion or spirituality." For an explanation of these terms see the Evangelscape article at [MissionalCyclopedia.org](http://MissionalCyclopedia.org).

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-3 mile band that are in each category. The index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average).

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	9,739	4,869	50%
Unreached %	66.78%	68.17%	102.08
Religious But NOT Evangelical HH	3,051	1,590	52.12%
Religious But NOT Evangelical %	20.92%	22.26%	106.4
Spiritual But NOT Relig or Evang HH	1,038	454	43.71%
Spiritual But NOT Relig or Evang %	7.12%	6.35%	89.25
Not Evangelical, Not Interested HH	5,847	2,979	50.95%
Not Evangelical, Not Interested %	40.1%	41.71%	104.02



# Spirituality Indicators - Churchscape

IICM's Churchscape indicates the number of ALSBOM within 3 miles of the site location. It also compares the percentage of active and inactive evangelicals in the county to those in this site location. The index value provides a snapshot of how this site location compares to the county levels. The number of new churches needed at this site location is based upon the need to have one church for every 2000 households (or roughly every 4-5,000 people).

<b>ECCLESCAPE: CHURCHES</b>	<b>COUNTY</b>	<b>3 MILE RING</b>	<b>PERCENT &amp; INDEX</b>
Num of ALSBOM Churches	32	10	31.25%
Active ALSBOM Attenders	2,694	1,075	39.9%
Active Evangelical Households	2,885	1,355	46.95%
Active Evangelical Percent	19.79%	18.97%	95.86
Inactive Evangelical Households	1,959	920	46.94%
Inactive Evangelical Percent	13.43%	12.87%	95.84
# New Churches Needed	0	0	0%



# Spirituality Indicators - 30 Closest ALSBOM Churches

The table below lists the 30 closest ALSBOM churches to this site location. You will also find the distance from the site, their average worship attendance over the last five years, and their growth rate. The growth rate is based upon the growth rate of the church's resident membership, Sunday School average and AM Worship attendance. You will want to visit the closest churches as part of your site location review as you prepare to begin a new ministry or congregation. You may also want to discuss the type of people that each church is reaching with the closest churches.

	CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Shawmut Fist	0.07 mi	246	Plateauing
2	Faith	0.78 mi	30	Declining
3	Plant City	0.95 mi	145	Growing
4	West End	1.32 mi	84	Growing
5	Sunset Heights	1.51 mi	59	Growing
6	FBCValley	1.66 mi	132	Declining
7	Lanett First	1.85 mi	204	Declining
8	West Side	1.95 mi	61	Declining
9	Huguley	2.23 mi	23	Declining
10	Calvary	2.96 mi	91	Plateauing
11	Midway	3.07 mi	31	Declining
12	Fairfax First	3.13 mi	208	Declining
13	Fairview	3.64 mi	152	Declining
14	Happy Valley	3.68 mi	214	Plateauing
15	Victory	4.21 mi	82	Growing

	CHURCHES	DIST.	WRSHP AVG	IICM CGR
16	River View	4.47 mi	53	Declining
17	Lanier	5.19 mi	108	Declining
18	Providence	5.49 mi	30	Growing
19	Grace	6.17 mi	64	Growing
20	Johnson Chapel	6.83 mi	69	Declining
21	Blanton	7.55 mi	38	Declining
22	Cornerstone	8.23 mi	69	Growing
23	Cusseta	8.24 mi	20	Plateauing
24	Beulah	8.89 mi	97	Growing
25	Wallace Chapel	9.99 mi	37	Plateauing
26	Jackson Memorial	10.17 mi	36	Declining
27	Rocky Mount	12.20 mi	69	Declining
28	New Hope	12.42 mi	42	Declining
29	Ridge Road	12.99 mi	37	Growing
30	Lafayette First	13.52 mi	143	Declining



# Using the Spirituality Indicators

Below are some issues related to the spirituality indicators that you may want to consider as you review this site as a potential location for a new ministry or new congregation.

## *Issues for Your Consideration*

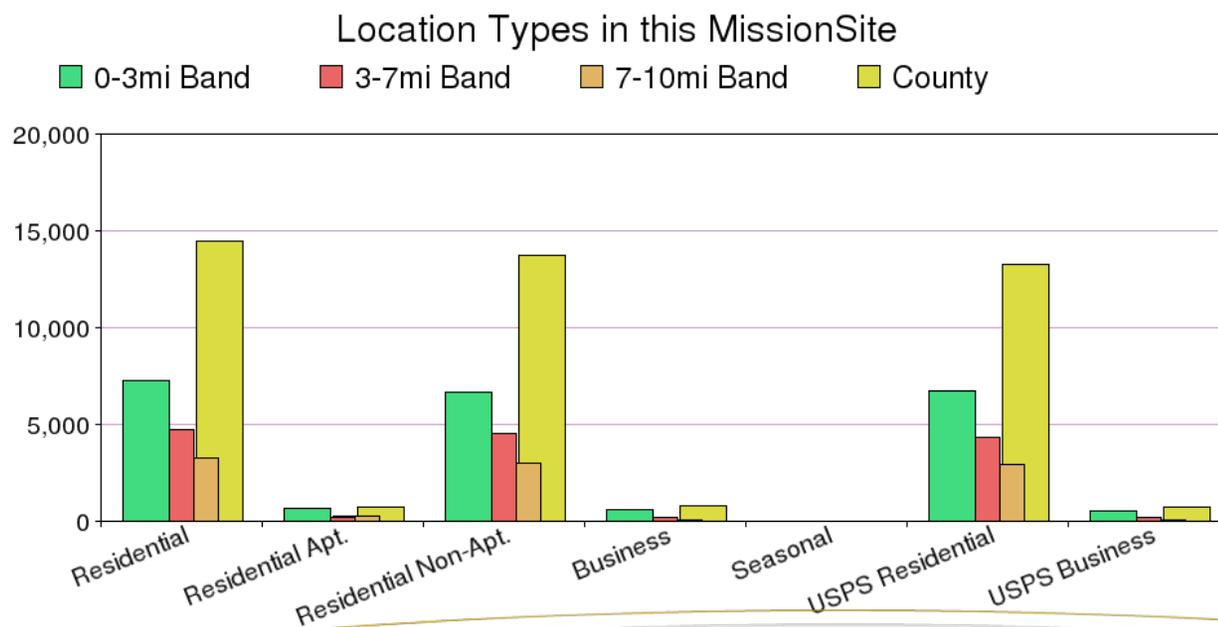
1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning actively attend some form of institutionalized religion) and spiritual (meaning embracing spirituality but not institutional religion) may require further investigation. Those in the "not evangelical, but not interested in religion or spirituality" category may require an outreach process rooted in incarnational ministry.
2. Your team may want to seriously discuss the Churchscape on page 12. The percentage of active evangelicals in this site is a key figure for you to consider - both in terms of recruiting additional help, but also in terms of the significance of the need for a new ministry or new congregation. The number of new churches needed is another significant value.
3. The list of churches on page 13 only includes ALSBOM churches. You will need to take other churches into account as well. How your new ministry or new congregation will relate to these churches needs to be decided early in the process.

# Current Demographic Summary

The population and household figures from IICM's Demoscope report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 mile band. The percentage of the county population and number of households that appears in the 0-3 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	36,876	19,393	52.59%
2000 Population	36,583	18,011	49.23%
2010 Population	34,115	16,509	48.39%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	13,786	7,537	54.67%
2000 Households	14,522	7,356	50.65%
2010 Households	14,583	7,143	48.98%



Location Type	0-3mi Band
Residential	7,294
Residential Apt.	645
Residential Non-Apt.	6,649
Business	582
Seasonal	0
USPS Residential	6,721
USPS Business	509

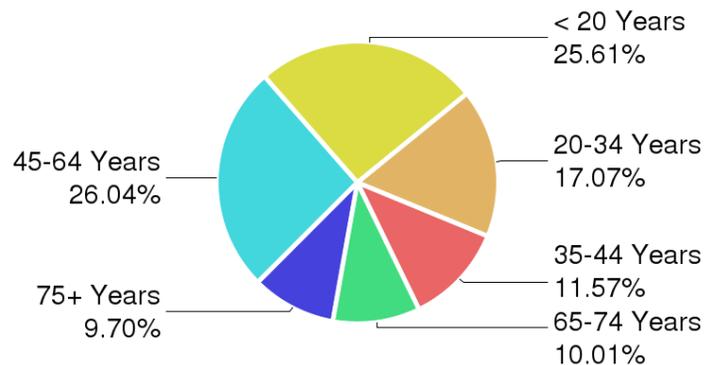
# Current Demographic Summary

A current year demographic summary of age categories for the site location appears on the right.

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.58%	5.2%	113.54
4-5 Years	2.37%	2.47%	104.22
6-8 Years	3.6%	3.93%	109.17
9-11 Years	3.72%	3.87%	104.03
12-13 Years	2.53%	2.74%	108.3
14-17 Years	5.07%	4.99%	98.42
18-19 Years	2.54%	2.43%	95.67
0-5 Years	6.96%	7.66%	110.06
6-12 Years	8.59%	9.15%	106.52
13-19 Years	8.88%	8.81%	99.21
< 20 Years	24.43%	25.62%	104.87
20-34 Years	17.44%	17.08%	97.94
35-44 Years	12.7%	11.58%	91.18
45-64 Years	27.72%	26.05%	93.98
65-74 Years	9.42%	10.02%	106.37
75+ Years	8.3%	9.7%	116.87
Median Age	41	42	101.01
Median Age (Male)	40	39	98.51
Median Age (Female)	43	44	100.99

Age Group Percentages

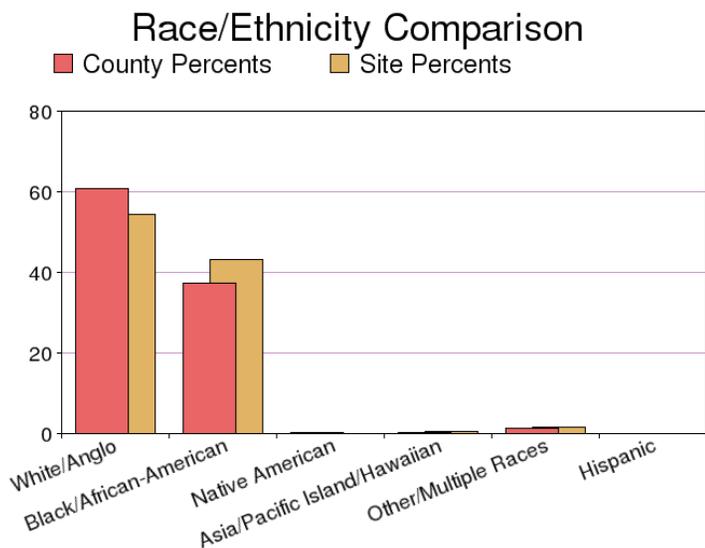


# Current Demographic Summary

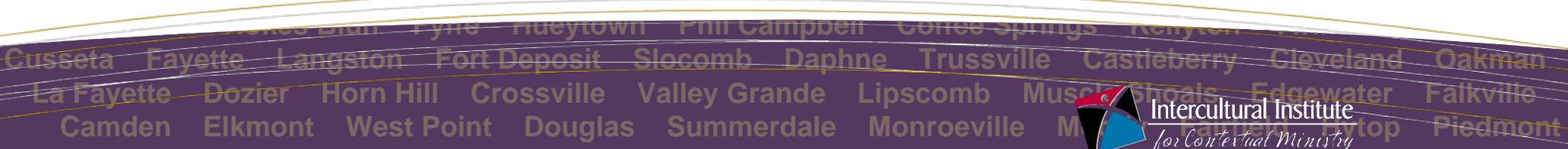
A current year demographic summary of race/ethnicity and education of adults for the site location appears on the right.

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	60.77%	54.49%	89.67
Black, African-American	37.38%	43.15%	115.45
Native American	0.17%	0.13%	74.82
Asian	0.25%	0.59%	238.63
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.44%	1.65%	114.24
Hispanic	0%	1.51%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	23,866	11,367	
Less than 9th Grade	8.11%	7.51%	107.92
No High School Diploma	18.22%	19.02%	95.79
High School Graduate	33.96%	31.18%	108.92
Some College, no degree	19.89%	19.5%	102.03
Associate Degree	8.48%	7.76%	109.3
College Degree	7.55%	9.25%	81.63
Graduate/Prof. degree	3.79%	5.78%	65.53



# Current Demographic Summary

A current year demographic summary of family and non-family households for the site location appears on the right.

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	9.1%	10.58%	213.18
\$10,000 to \$19,999	17.88%	18.83%	105.33
\$20,000 to \$29,999	16.85%	16.65%	98.8
\$30,000 to \$49,999	23.84%	22.78%	95.53
\$50,000 to \$59,999	9.34%	8.4%	89.94
\$60,000 to \$69,999	7.63%	6.51%	85.37
\$70,000 to \$79,999	5.23%	4.9%	93.77
\$80,000 to \$89,999	3.32%	3.21%	96.6
\$90,000 to \$99,999	1.87%	1.86%	99.46
\$100,000 to \$124,999	2.48%	3.07%	123.51
\$125,000 to \$149,999	1.46%	1.54%	105.43
\$150,000 to \$199,999	0.47%	0.92%	195.28
\$200,000 to \$249,999	0.16%	0.27%	161.63
\$250,000 or more	0.37%	0.46%	124.76
Median Household	35,228	34,761	98.67
Average Household	44,545	44,303	99.46
Per Capita Household	19,317	19,182	99.3
Family/Non-Family Household Income			
Median Family Income	41,709	43,749	104.89
Average Family Income	51,467	51,639	100.33
Median Non-Family Income	20,390	19,448	95.38
Average Non-Family Income	29,247	27,909	95.43

# Current Demographic Summary

A current year demographic summary of household types, housing units and households by size and count by person for the site location appears at right.

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
<b>Family Households</b>			
			Index
% Family Households	68.85%	65.46%	95.08
Families with Children	34.29%	32.98%	96.2
Families without Children	34.56%	32.48%	93.98
<b>Non-Family Households</b>			
% Non-Family Households	31.15%	34.54%	110.86
Non-Families with Children	0	0	0
Non-Families without Children	31.15	34.54	110.86
<b>Housing Units</b>			
			Index
Total Housing Units	17,576	8,589	
Vacant percent	17.03%	16.84%	98.86
Owned percent	60.62%	52.25%	86.19%
Rented Percent	22.35%	30.9%	138.26
<b>Households by Size</b>			
			Index
Avg household size	2.30	2.28	99.13
Avg family hh size	2.88	2.91	101.04
Avg non-family hh size	1.04	1.08	103.85
<b>Households By Count of Persons</b>			
			Percent
One	4,385	2,365	53.93%
Two	5,058	2,337	46.2%
Three or Four	4,235	1,990	46.99%
Five+	905	451	49.83%

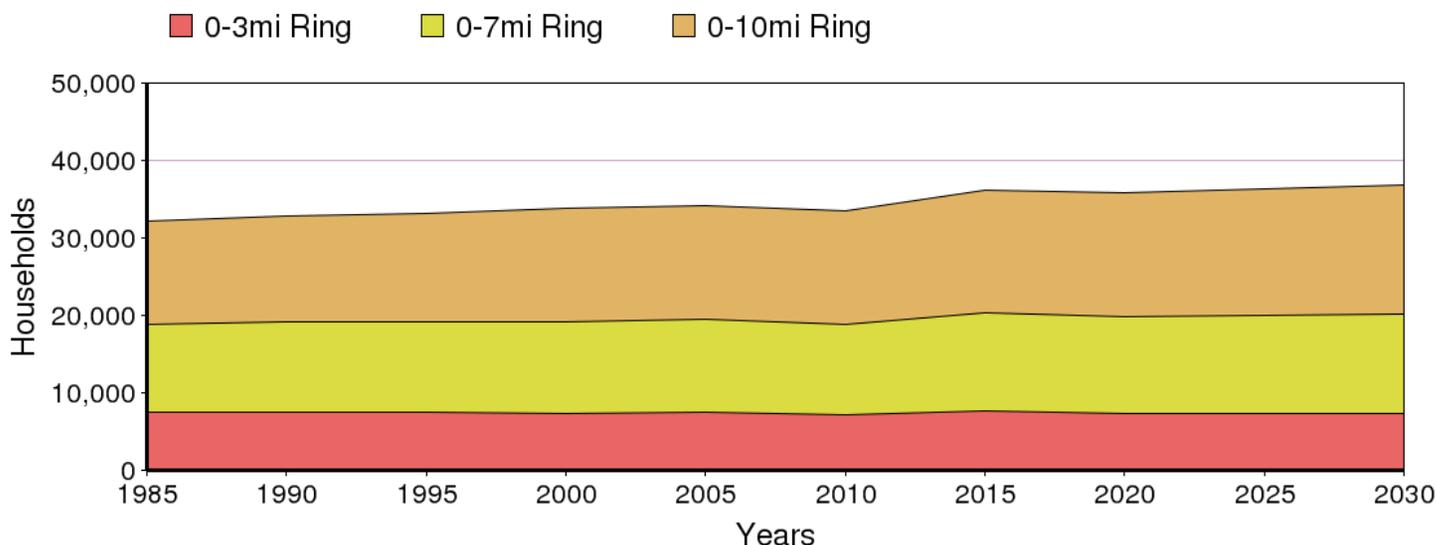
# Projected Demographic Summary

The population and household figures from IICM's Demoscope report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile ring. The percentage of the county population and number of households that appears in the 0-3 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	36,876	19,393	52.59%
2000 Population	36,583	18,011	49.23%
2010 Population	34,115	16,509	48.39%
2015 Population	33,110	16,041	48.45%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	13,786	7,537	54.67%
2000 Households	14,522	7,356	50.65%
2010 Households	14,583	7,143	48.98%
2015 Households	15,971	7,667	48.01%

Household Change from 1985 to 2030



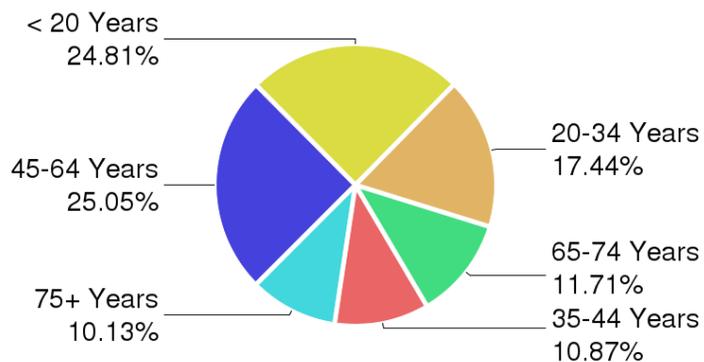
# Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of age group categories for the site location for five years from the current year appears on the right.

For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.2%	5.13%	98.65
4-5 Years	2.47%	2.33%	94.33
6-8 Years	3.93%	3.71%	94.4
9-11 Years	3.87%	3.78%	97.67
12-13 Years	2.74%	2.59%	94.53
14-17 Years	4.99%	4.84%	96.99
18-19 Years	2.43%	2.42%	99.59
0-5 Years	7.66%	7.46%	97.39
6-12 Years	9.15%	8.8%	96.17
13-19 Years	8.81%	8.55%	97.05
< 20 Years	25.62%	24.81%	96.84
20-34 Years	17.08%	17.44%	102.11
35-44 Years	11.58%	10.87%	93.87
45-64 Years	26.05%	25.05%	96.16
65-74 Years	10.02%	11.71%	116.87
75+ Years	9.7%	10.13%	104.43
Median Age	41	43	102.56
Median Age (Male)	40	39	99.67
Median Age (Female)	43	45	102.98

Projected Age Group Percentages



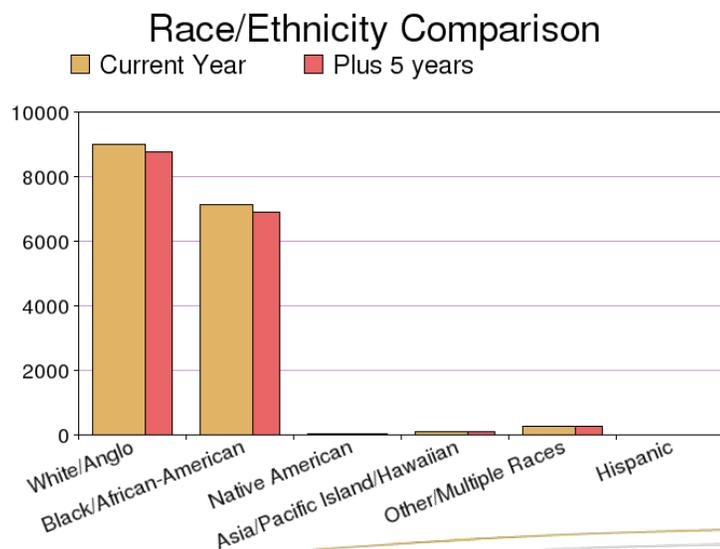
# Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of race/ethnicity and education categories for the site location for five years from the current year appears on the right.

For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index, would be 100.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
<b>Race/Ethnicity</b>			
White, Anglo	54.49%	54.57%	100.16
Black, African-American	43.15%	42.95%	99.52
Native American	0.13%	0.13%	102.92
Asian	0.59%	0.62%	106.1
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.65%	1.73%	104.81
Hispanic	0%	0%	0

<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	11,367	11,064	
Less than 9th Grade	7.51%	5.84%	77.72
No High School Diploma	19.02%	16.5%	86.77
High School Graduate	31.18%	31.68%	101.61
Some College, no degree	19.5%	20.19%	103.57
Associate Degree	7.76%	9.42%	121.38
College Degree	9.25%	9.99%	107.91
Graduate/Prof. degree	5.78%	6.38%	110.4



# Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value given assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-3 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Household Income</b>			
< \$10,000	10.58%	8.54%	80.72
\$10,000 to \$19,999	18.83%	18.73%	99.47
\$20,000 to \$29,999	16.65%	16.93%	101.71
\$30,000 to \$49,999	22.78%	21.94%	96.31
\$50,000 to \$59,999	8.4%	8.88%	105.74
\$60,000 to \$69,999	6.51%	6.93%	106.39
\$70,000 to \$79,999	4.9%	5.44%	101.15
\$80,000 to \$89,999	3.21%	3.6%	104.56
\$90,000 to \$99,999	1.86%	2.06%	110.68
\$100,000 to \$249,999	3.07%	3.34%	108.91
\$125,000 to \$149,999	1.54%	1.7%	110.1
\$150,000 to \$199,999	0.92%	1%	108.69
\$200,000 to \$249,999	0.27%	0.26%	98.07
\$250,000 or more	0.46%	0.43%	93.17
Median Household	34,761	36,231	104.23
Average Household	44,303	46,451	104.85
Per Capita Household	19,182	22,217	115.82
<b>Family/Non-Family Household Income</b>			
Median Family Income	43,749	46,345	105.93
Average Family Income	51,639	53,928	104.43
Median Non-Family Income	19,448	20,931	107.63
Average Non-Family Income	27,909	29,716	106.47



# Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-3 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Family Households</b>			
% Family Households	65.46%	64.76%	98.92
Families with Children	32.98	32.58	98.78
Families without Children	32.48	34.03	104.77
<b>Non-Family Households</b>			
% Non-Family Households	34.54%	35.24%	102.04
Non-Families with Children	0	0	102.04
Non-Families without Children	34.54	35.24	102.04
<b>Housing Units</b>			
Total Housing Units	8,589	9,220	107.35%
Vacant percent	16.84%	16.84%	100.05
Owned percent	52.25%	52.1%	99.72
Rented Percent	30.9%	31.06%	100.53
<b>Households by Size</b>			
Avg household size	2.28	2.06	90.35%
Avg family hh size	2.91	2.61	89.69%
Avg non-family hh size	1.08	1.06	98.15%
<b>Households By Count of Persons</b>			
One	2,365	2,612	110.44%
Two	2,337	2,871	122.85%
Three or Four	1,990	1,947	97.84%
Five+	451	237	52.55%

# Ethnographic Summary

The heart of the missional task is reaching specific people groups. Some of the ethnic, language, ancestry, and foreign-born groups in your missional site may need contextual approaches to reach them and multiply disciples among them. Foreign born peoples bring much of their culture from their homelands with them. However, over time they begin to adapt to their new surroundings. Different approaches may be needed for groups at different levels of acculturation. For more information about acculturation please see the [MissionalCyclopedia.org](http://MissionalCyclopedia.org).

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	207	79	35
Northern Europe	6	0	0
Western Europe	42	41	1
Southern Europe	0	0	0
Eastern Europe	10	10	0
Other Europe	0	0	0
Eastern Asia	12	10	16
So. Central Asia	0	0	0
SE Asia	0	0	0
Western Asia	0	0	0
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	3	0	8
Middle Africa	0	0	0
Northern Africa	0	0	0
Southern Africa	0	0	0
Western Africa	13	4	0
Other Africa	0	0	0
Oceania	25	0	0
Caribbean	36	7	2
Central Amer.	34	7	0
South America	0	0	0
North America	26	0	8
Born at sea	0	0	0

# Language Summary

The table below provides the percentage of population over the age of 5 who speak these languages within the three site bands. The data is based upon the 2000 Census SF3 dataset.

<b>SPOKEN AT HOME</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
English only	16,185	10,277	6,875
Spanish	237	134	59
Other Indo-Euro language	167	141	31
French (incl. Patois, Cajun)	88	53	15
French Creole	0	0	0
Italian	17	6	0
Portuguese	0	0	0
German	49	33	8
Yiddish	0	0	0
Other West Germanic	8	39	8
A Scandinavian Language	0	0	0
Greek	0	0	0
Russian	0	0	0
Polish	0	0	0
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	0	0
Hindi	0	0	0
Urdu	0	0	0

<b>SPOKEN AT HOME</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Other Indo-Euro	5	10	0
Asian/PI languages	0	0	0
Chinese	0	10	0
Japanese	10	0	6
Korean	0	0	12
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	0	0	0
Vietnamese	0	0	0
Other Asian	0	0	0
Tagalog	0	0	0
Other Pacific Is	0	0	0
Other languages	7	0	22
Navajo	0	0	0
Other Native N. American	7	0	0
Hungarian	0	0	0
Arabic	0	0	0
Hebrew	0	0	22
African languages	0	0	0
Other unspecified	0	0	0

# Ancestry Summary

The table below provides the percentage of population with a historical national heritage within the three site bands. The data is based upon the 2000 Census SF3 dataset.

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	13,355	7,726	5,339
Arab	0	0	0
Armenian	0	0	0
Austrian	0	0	0
British	15	11	12
Canadian	15	0	5
Croatian	0	0	0
Czech	3	4	9
Czechoslovak	3	3	15
Danish	0	0	0
Dutch	70	40	24
English	703	354	554
European	61	32	57
Finnish	0	0	0
French (not Basque)	94	44	48
French Canadian	22	6	2
German	402	199	190
Greek	3	4	2
Hungarian	3	0	6
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	936	581	477
Italian	99	16	45
Lithuanian	0	0	0
Norwegian	7	0	3
Polish	3	4	25
Portuguese	3	0	4
Romanian	5	6	3
Russian	1	0	2
Scandinavian	0	0	0
Scotch-Irish	200	88	80
Scottish	165	77	81
Slovak	0	0	0
Subsaharan African	136	52	61
Swedish	6	10	3
Swiss	0	0	0
Ukrainian	0	0	0
US/American	4,183	2,656	1,437
Welsh	18	0	1
West Indian	11	6	4
Yugoslavian	0	0	0
Other	6,189	3,534	2,188



# Using the Demographic Indicators

Below are some issues related to the demographic indicators that you may want to consider as you review this site as a potential location for a new ministry or new congregation.

## *Issues for Your Consideration*

1. The Demoscope information on page 20 highlights the rate of population change at the site compared to it's county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing, plateauing or declining location?
2. The age categories on pages 16 and 21 clearly indicate the site population in various age-graded groups. Which age groups are the largest at this site? What changes are projected in the next 5 years? What implications does this have for small groups and other ministries?
3. The racial/ethnic and education categories listed on pages 17 & 22 provide a window into the type of people that need to be reached at the site. What is the dominant racial/ethnic category that needs to be reached? What do the educational levels tell you about the ways in which you need to design your outreach and discipleship? What implications arise from the changes that are projected in the next 5 years?



# Using the Demographic Indicators

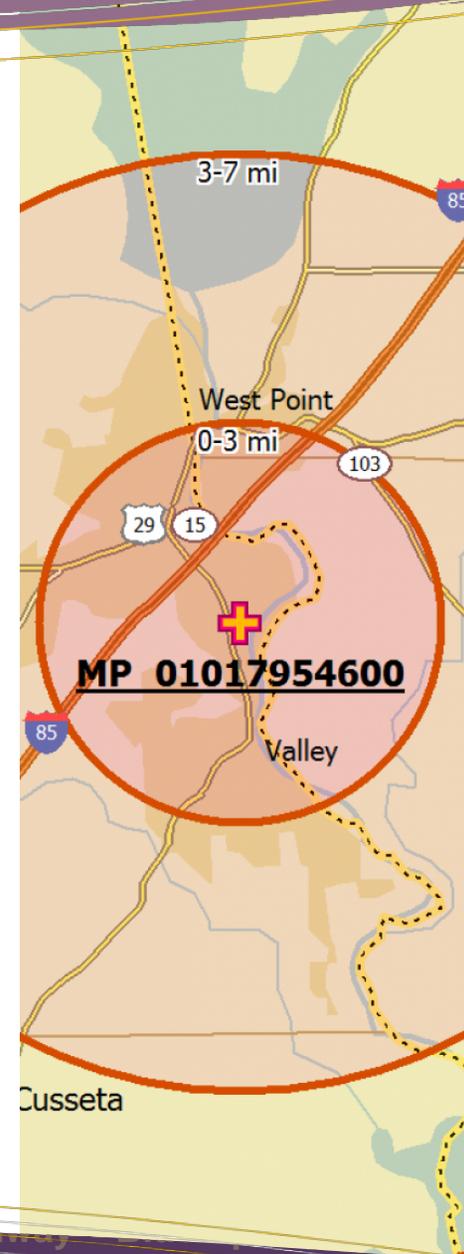
## *Issues for Your Consideration - continued*

4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of the country? How do family and non-family households compare economically at this site? What implications arise from the changes projected over the next 5 years? What are the implications for missional ministry?
5. A summary of family and non-family households, housing units, households by size and households by count of persons for both the site, the county and 5 year projections are listed on pages 19 & 24. What are the primary family types for this location? How does this site compare to the rest of the county? What changes are anticipated over the next 5 years? What are the implications for missional ministry?
6. The ethnic summary on pages 25, 26 & 27 provide an overview of the foreign-born population, language diversity and ancestry. From this information which groups of people are most significant at this site and in comparison to the country? How does this impact the development of new ministries and new congregations at this site?

## Unreached Households by Lifestyle Segment

In recent years, both George Barna and George Gallup have completed national polls that indicate that approximately 30% to 32% of the US population consider themselves "evangelical." However, their polling process interviews about 1000 statistically sampled people from which they derive this number. Simmons Market Research Bureau, the oldest and most authoritative source for market research in the US today, has conducted a similar poll. However, their methodology interviews approximately 27,000 people across the US. Their survey found that 31.9% of the US population consider themselves to be evangelical. The large sampling size enables IICM to cross reference their findings across the 60 MOSAIC lifestyle segments in the US. From this IICM has created an "Evangeliscape dataset" that establishes the extent to which each of the 60 MOSAIC lifestyle segments are unreached in your site location.

This section of your MissionSite report provides one view of the number of households in your area that have not been reached with the gospel. To obtain a full Evangeliscape report of your area you will want to purchase a TRIBALDEX report at [MissionalContext.org](http://MissionalContext.org). To create a neighborhood level map of the unreached status of your missional site area you will want to subscribe to the IICM mapping site at [MissionalCulturescape.org](http://MissionalCulturescape.org).



# Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	7,143	100%	4,869	100%
<b>AFFLUENT SUBURBIA</b>	283	3.96%	202	4.15%
America's Wealthiest	17	0.24%	14	0.29%
Dream Weavers	135	1.89%	97	1.99%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	131	1.83%	91	1.87%
New Suburbia Fam.	0	0%	0	0%
<b>UPSCALE AMERICA</b>	320	4.48%	216	4.44%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	304	4.26%	204	4.19%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	16	0.22%	12	0.25%
<b>SM TWN SUCCESS</b>	137	1.92%	92	1.89%
2nd City Homebodies	66	0.92%	47	0.97%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	71	0.99%	45	0.92%
Mid-Market Enterprise	0	0%	0	0%



# Unreached Households by Lifestyle Segment

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	7,143	100%	4,869	100%
<b>BLUE COLLAR BACKBONE</b>	195	2.73%	123	2.53%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	119	1.67%	72	1.48%
Lower Income Essentials	68	0.95%	46	0.94%
Small Town Endeavors	8	0.11%	5	0.1%
<b>AMER. DIVERSITY</b>	104	1.46%	69	1.42%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	78	1.09%	50	1.03%
Professional Urbanites	26	0.36%	19	0.39%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
<b>METRO FRINGE</b>	1,696	23.74%	1,171	24.05%
Steadfast Conservative	883	12.36%	605	12.43%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	813	11.38%	566	11.62%

# Unreached Households by Lifestyle Segment

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	7,143	100%	4,869	100%
<b>REMOTE AMERICA</b>	223	3.12%	134	2.75%
Hardy Rural Fam.	22	0.31%	13	0.27%
Rural Southern Living	70	0.98%	41	0.84%
Coal & Crops	131	1.83%	80	1.64%
Native America	0	0%	0	0%
<b>ASPIRING CONTEMP'S</b>	1,115	15.61%	826	16.96%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	1,115	15.61%	826	16.96%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
<b>RURAL VILLAGES &amp; FARMS</b>	267	3.74%	135	2.77%
Industrious Country Living	7	0.1%	5	0.1%
America's Farmland	0	0%	0	0%
Comfy Country Living	12	0.17%	7	0.14%
Small Town Connections	126	1.76%	73	1.5%
Hinterland Fam.	122	1.71%	50	1.03%

# Unreached Households by Lifestyle Segment

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	7,143	100%	4,869	100%
<b>STRUGGLING SOCIETIES</b>	2,748	38.47%	1,862	38.24%
Rugged Southern Style	7	0.1%	4	0.08%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	2,741	38.37%	1,858	38.16%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
<b>URBAN ESSENCE</b>	56	0.78%	39	0.8%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	56	0.78%	39	0.8%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
<b>VARYING LIFESTYLES</b>	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%



# Identifying Focus Groups in this Location

Within the 0-3 mile, 3-7 mile and 7-10 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

## *Issues for Your Consideration*

1. Review the current demographic summary on pages 15-19 for this site location. What demographic groups are prevalent in this particular site location?
2. Next take a look at the projected demographic summary on pages 20-24. What increase or decrease is expected for these groups in this site location?
3. Review the current ethnic summary on pages 25-27. What ethnic groups are prevalent in this site location?
4. Review the unreached households by lifestyle segment on pages 31-34. Which social groups have the largest number of unreached households? Which lifestyle groups have a significant number of unreached households?
5. Compile your answers to numbers 1 through 4 and begin prayerfully prioritizing the list of people groups that you could attempt to reach in this location. Which groupings would appear to culturally "fit" together well? Which groups likely need special consideration in developing a culturally appropriate new missional ministry or congregation?



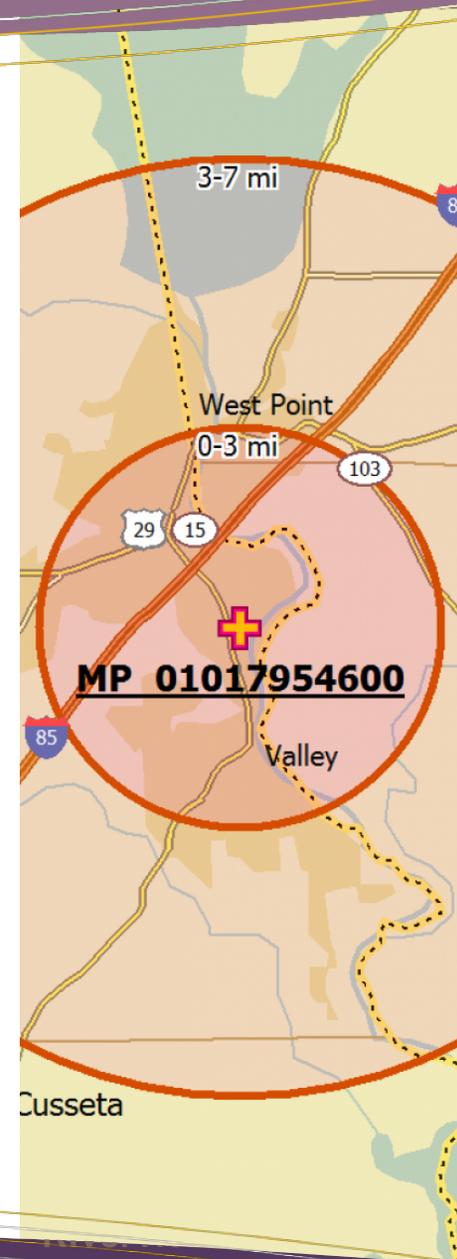
## Potential Cultural Bridges

Donald McGavran in his book, *The Bridges of God*, emphasized the need for people to come to faith within the context of their own culture. "People like to become Christians without crossing racial, linguistic, or class barriers." In addition, research into evangelism suggests that most people come to faith in Christ as the result of the witness of a Christian with whom they have a close personal relationship (mostly a friend or a relative).

Missional congregations intentionally release their people to permeate the community in order to develop relational bridges across which they can present Christ. These relational bridges usually are established in some context: arts & cultural organizations, sports teams and sporting events, park & recreational facility use, community organizations, community cultural events, and community social concerns and needs.

Thus, cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions (AIO) represented among the consumer behavior characteristics of the lifestyle groups in the community offer ways for believers to build relationships with people in those lifestyle groups and through that relationship impact them for Christ.

[i] McGavran, Donald A. *The Bridges of God*. Revised edition. (New York: Friendship Press, 1981).



# Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	70%	71%	72%
Use Comp. for Internet/E-mail	46%	48%	49%
Internet Use: E-Mail	41%	42%	43%
Use Comp. for Comp. Games	37%	37%	37%
Use Comp. for Education	31%	31%	31%
Use Comp. for Word Processing	26%	28%	29%
HH Owns DVD Player	26%	26%	26%
Use Comp. for Shopping	25%	27%	28%
Use Comp. for Digital Camera Photo Editing	24%	25%	25%
Internet Use: News/ Weather	22%	23%	23%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Use Comp. for Banking	22%	23%	24%
Internet Use: Banking	19%	20%	21%
PC-Network-HH Has One	17%	17%	17%
Use Comp. for News/Info./Data Service	14%	15%	16%
Use Comp. for Filing/DB Mngmnt	10%	11%	11%
HH Owns Video/Webcam	10%	10%	10%
Internet Use: Research/ Education	9%	10%	10%
Use Comp. for Accounting	9%	10%	11%
Use Comp. for Personal Financial Mngmnt	9%	9%	10%
Internet Use: Read Magazines/ Newspapers	8%	9%	9%



# Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	65%	65%	66%
Reading Books	50%	50%	51%
Dining Out (Not Fast Food)	46%	48%	50%
Card Games	37%	38%	39%
Cooking for Fun	34%	34%	35%
Gardening	29%	30%	31%
Go To A Beach/Lake	29%	29%	30%
Board Games	28%	29%	30%
Going To	16%	16%	16%
Bars/Nightclubs/Dancing			
Visit Museum	15%	16%	16%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	68%	69%	69%
Gen./Fam. Practitioner	36%	38%	38%
Backache	24%	24%	24%
Dentist	22%	23%	23%
Hypertension/High Blood Pressure	21%	21%	21%
Eye Dr.	20%	20%	21%
None Of These	18%	18%	18%
High Cholesterol	18%	18%	18%
Any Arthritis	17%	17%	17%
Acid Reflux Disease (GERD)	15%	15%	15%

# Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	23.95%	24.09%	24.4%
Live Theater	15.37%	15.55%	15.95%
Rock/Pop Concerts Most Often	13.39%	13.36%	13.47%
Live Theater Most Often	12.47%	12.65%	12.96%
Dance Performance	9.3%	8.64%	8.32%
Comedy Club	8.09%	7.86%	7.96%
Movies: Comedy	42.02%	40.93%	40.39%
Movies: Action/Adventure	39.87%	39.27%	38.77%
Movies: Fam.	24.27%	23.38%	22.73%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Drama	24.23%	22.78%	22.09%
Movies: Romantic Comedy	20.72%	20.13%	19.88%
Movies: Mystery	18.82%	17.89%	17.49%
College Football Reg. Season	4.64%	4.8%	5.01%
College Basketball Reg. Season	3.86%	3.78%	3.81%
NFL Football Reg. Season	3.74%	3.97%	4.3%
MLB Baseball Reg. Season	3.61%	3.95%	4.32%
NBA Basketball Reg. Season	2.71%	2.68%	2.76%
College Basketball Post-Season	1.81%	1.62%	1.57%

# Potential Cultural Bridges

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Walking for Exercise	35.32%	35.58%	36.14%
Swimming	24.93%	26.59%	27.7%
Bowling	18.29%	19.43%	20.1%
Billiards/Pool	16.58%	16.83%	17.19%
Basketball	16.13%	16.05%	16.24%
Freshwater Fishing	14.62%	16.67%	17.67%
Jogging/Running	13.65%	13.38%	13.51%
Weight Training	11.99%	12.24%	12.72%
Camping Trips	10.73%	12.14%	12.8%
Football	10.56%	10.6%	10.87%
Stationary Cycling	9.84%	9.76%	9.91%
Aerobics	9.31%	9.16%	9.29%
Using Cardio Machine	9.2%	9.56%	10.04%
Baseball	9.11%	9.65%	10.03%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Golf	9.1%	9.65%	10.16%
Mountain/Road Biking	8.64%	9.18%	9.57%
Volleyball	7.88%	7.95%	8.13%
Hunting	7.32%	8.52%	9.21%
Backpacking/Hiking	6.5%	7.15%	7.54%
Yoga	6.19%	5.99%	5.98%
Target Shooting	5.98%	7.08%	7.57%
Saltwater Fishing	5.88%	6.58%	6.92%
Softball	5.84%	6.17%	6.52%
Power Boating	5.83%	6.09%	6.29%
Tennis	5.66%	5.72%	5.9%
Ice Skating	5.46%	5.05%	4.97%
Soccer	5.34%	5.68%	5.97%
Canoeing/Kayaking	4.78%	5.04%	5.32%



# Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at [MissionalContext.org](http://MissionalContext.org)

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Roller Skating	4.66%	4.63%	4.78%
Horseback Riding	4.31%	4.88%	5.17%
Motorcycling	4.22%	4.71%	4.99%
Fly Fishing	4.18%	4.41%	4.51%
Snorkeling	4%	3.78%	3.85%
Jet Skiing	3.9%	3.76%	3.84%
Auto Racing	3.38%	3.4%	3.26%
Skateboarding	3.22%	3.21%	3.29%
Downhill & X-Country	3.2%	3.24%	3.43%
Skiing			
Water Skiing	3.19%	3.3%	3.5%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Racquetball	3.04%	3.26%	3.4%
Hockey	3.02%	3.07%	3.18%
Rock Climbing	3%	2.97%	2.92%
Snowmobiling	2.97%	2.97%	3.1%
Snowboarding	2.9%	2.75%	2.77%
Archery	2.83%	3.34%	3.64%
Sailing	2.42%	2.41%	2.52%
Surfing & Windsurfing	2.07%	2.02%	2.1%
Martial Arts	2.01%	2.18%	2.38%
Rowing	1.65%	1.79%	1.97%

## Potential Cultural Barriers -- Introduction (part 1)

Most community barriers are related to some aspect of culture that stand in the way of some segments of society having the understanding or acceptance necessary to come to faith in Jesus Christ. These barriers inhibit the flow of the gospel within a people grouping. Other types of barriers include biblical barriers and ecclesial barriers.

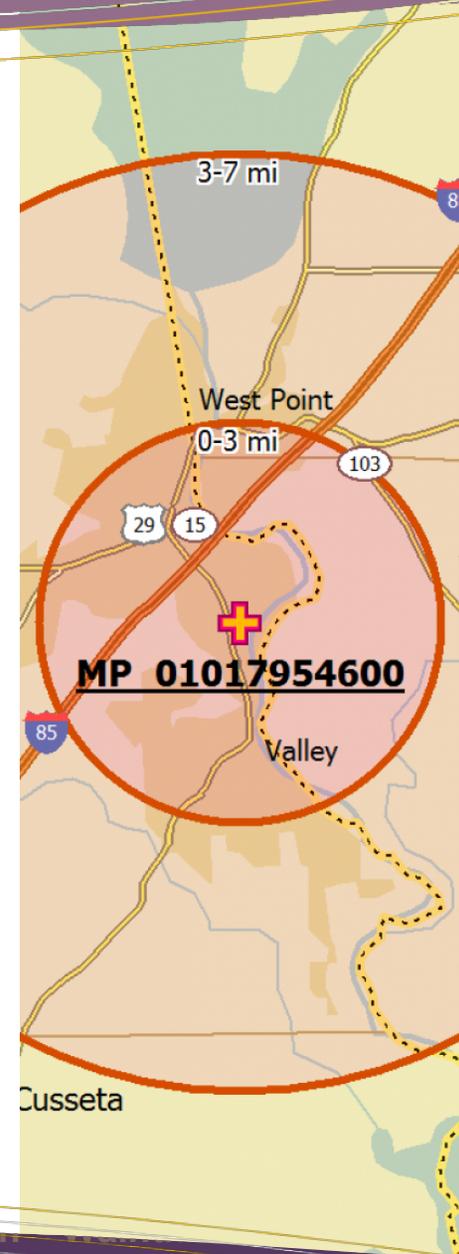
### BIBLICAL BARRIERS

The term Biblical barriers, is used to describe aspects of biblical truth that are offensive to the community. Biblical barriers can be divided into two types: 1) barriers based on clear, biblical teaching; 2) barriers based on the cultural application of biblical principles. Barriers caused by clear, biblical teaching cannot be eliminated without compromising the truth of scripture. Application barriers should be re-evaluated in light of the culture of the people group to verify that the application is transcultural instead of culture-specific.

### ECCLESIAL BARRIERS

Ecclesial barriers are barriers that arise from the perceptions that people outside the church have of the church, its people, its programming, and its leadership. In a classic study of the attitudes of the unchurched, people were asked: "What keeps people like you from considering the Christian faith?" Approximately 75 percent of unchurched people answered the question by referring to an ecclesial barrier. "They resist becoming Christians because they 'don't want to become like church people'"[i]

[i] Hunter, George G., Jr. Church for the Unchurched. (Smyrna: Abingdon Press, 1996), 59.



## Potential Cultural Barriers -- Introduction (part 2)

### CULTURAL BARRIERS OF UNDERSTANDING

Cultural barriers may impede either understanding or acceptance. Cultural barriers of understanding occur because of problems with the communication of the message. Often people do not understand the gospel when it is presented to them.

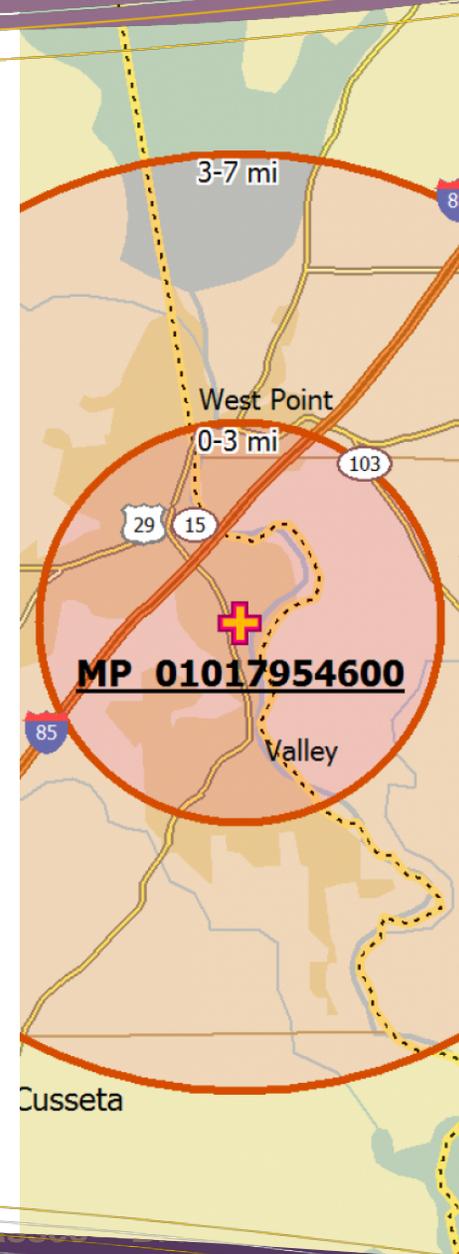
### CULTURAL BARRIERS OF ACCEPTANCE

#### Christian Subculture

Cultural barriers of acceptance occur because of a variety of problems, including those related to the Christian sub-culture as well as the culture of the hearer. Sometimes unchurched people have understood that they must adopt the evangelical Christian subculture in order to come to faith -- and become like "church people" -- including dressing like them, participating in all of the church functions and activities, passively following church leadership, not questioning aspects of Christian faith and beliefs, and ignoring the poor and minorities.

#### Unreached People Group

Sometimes cultural aspects from within the unchurched people group -- currently held values, attitudes & behaviors are seen as antithetical to Christianity, which inhibits them from coming to faith. Some aspects of culture may be redeemed for God's glory and used to please him. Other cultural aspects are so perverted by sin that they cannot be used without syncretizing. In order to identify cultural barriers of acceptance, missional congregations develop relationships within the cultural group and seek to understand who they are and what an indigenous church would look like among them in order to eliminate unnecessary barriers that have been identified that the missionary should consider in reaching out to the lifestyle segments in this site location.



# Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

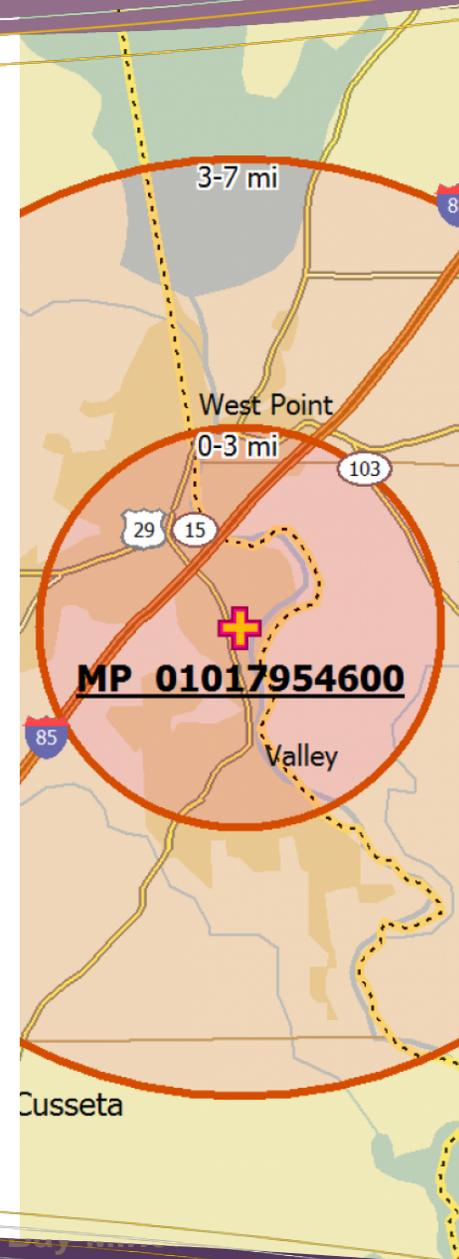
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	55%	54%	54%
Speak My Mind Even If It Upsets People	41%	40%	39%
Like Control Over People And Resources	39%	39%	38%
Find It Difficult To Say No To My Kids	38%	38%	39%
Woman's Place Is In The Home	36%	36%	36%
Don't Judge People/Way They Live Life	34%	32%	31%
Too Much Sponsorship In Arts/Sports	31%	30%	29%
Like To Do Unconventional Things	29%	30%	30%
Prefer To Have Few Possessions As Possible	28%	28%	28%
Like to Stand Out In A Crowd	26%	25%	24%
If Won Lottery Would Never Work Again	25%	24%	24%
I Am A Workaholic	24%	22%	22%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Money Is Best Measure Of Success	23%	24%	24%
Marijuana Should Be Legalized	20%	20%	20%
Friends More Important Than My Fam.	20%	21%	21%
Rarely Sit Down to a Meal Together At Home	19%	19%	19%
We Should Strive for Equality for All	18%	17%	16%
Like To Pursue Challenge/Novelty/Change	17%	18%	17%
Only Work Current Job for The Money	15%	15%	15%
Happy With My Standard Of Living	12%	12%	12%
On Whole People Get What They Deserve	11%	11%	10%
Little I Can Do To Change My Life	10%	10%	9%
Very Happy With My Life As It Is	10%	9%	8%
More Important Do Duty Than Enjoy Life	9%	8%	8%

## Potential Cultural Themes

Typically many Christians explain the gospel the way it was presented to them. However, today many nonbelievers in North America do not have a Christian background nor do they have any interest in the Christian Church or Christianity. Because of this the gospel messages that they have "heard" (with their ears or eyes on TV) has not registered in their mind, heart or soul -- truly they have not actually "heard" (in the Biblical sense of the word) the gospel yet. They need to hear the gospel in a way that grips them where they live.

Cultural themes that arise from their attitudes, beliefs, and life stories provide a significant way for missionaries to share the gospel in their own terms. Just as missionaries in Papua New Guinea shared the story of the legendary "peace child" that a jungle tribe anticipated from their folklore, so too missionaries to this site location need to take "themes" out of the culture to use in sharing the gospel in a fresh and culturally appropriate way. This section provides many significant themes that may be considered as a basis for developing a contextual gospel presentation to people in this site location.



# Potential Cultural Themes:

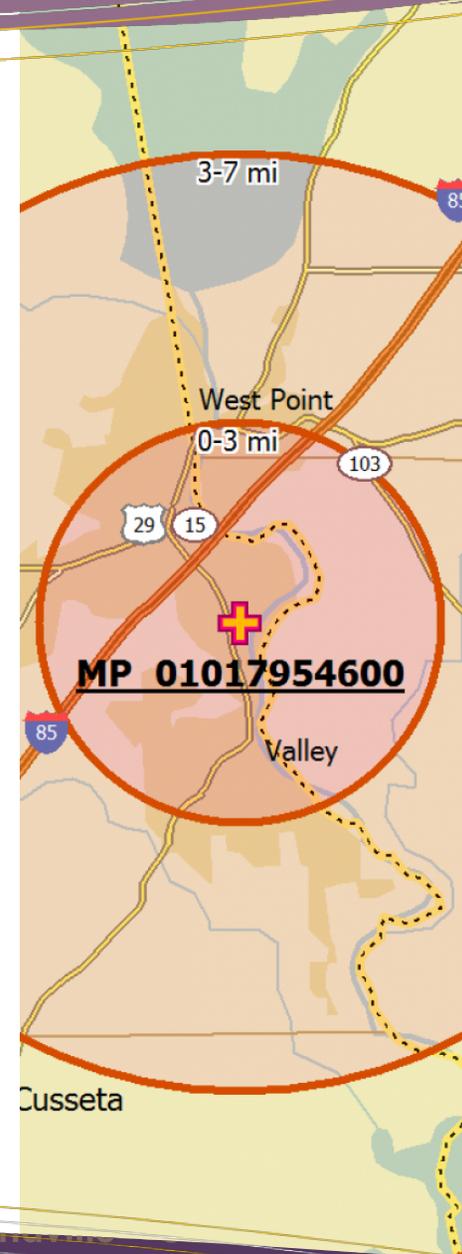
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
You Should Seize Opportunities In Life	59%	58%	58%
Important To Respect Customs And Beliefs	56%	58%	59%
Like To Understand About Nature	40%	39%	38%
Prefer Work Part Of Team Than Alone	37%	37%	37%
Important To Juggle Various Tasks	35%	34%	34%
Important Feel Respected By My Peers	33%	33%	33%
Good At Fixing Things	31%	30%	29%
Have Keen Sense Of Adventure	28%	27%	27%
Prefer To Have Few Possessions As Possible	28%	28%	28%
Consider Myself Interested In The Arts	24%	23%	22%
Looking for New Ideas To Improve Home	22%	21%	20%
People Have To Take Me As They Find Me	22%	22%	22%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Like To Just Enjoy Life	20%	20%	20%
Provide My Kids With The Little Extras	20%	19%	18%
Try Not To Worry About The Future	17%	16%	15%
Real Men Don't Cry	17%	17%	17%
Worried About Pollution Caused By Cars	15%	16%	16%
Is An Important Part Of Who I Am	14%	15%	15%
Enjoy Spending Time With My Fam.	14%	14%	14%
Children Should Be Allowed To Express Themselves	7%	7%	7%
Feel Very Alone In The World	6%	6%	6%
Like Spending Most Time With Fam.	5%	5%	5%
Would Like To Set Up Own Business	4%	4%	4%
Decor Particular Interest To Me	3%	3%	3%

## Potential Shared Places

While missional strategy is important, unless someone begins a missional relationship with a non-believer and shares the gospel with them the missional strategy is ineffective. A key component of missions is "hanging out" with lost people in order to build relationships and to allow the Holy Spirit to use us in moving them toward the claims of the gospel. This section provides some ideas of where to hang out -- where to meet people in the lifestyle segment you are attempting to reach.



Cement West Seimont Geiger Belk Dadeville Fort Payne Mountainville  
Faulsdales Slocomb Cusseta Midfield Grimes Berry Cuba Altoona Town Creek Graysville Fairview Ge  
ley Opp Maplesville Eclectic Loxley Elmore Mobile Blue Ridge Snead Cullman Sumiton Sand Rock  
Geraldine Dothan Auburn Uniontown Boaz Banks Chelsea Trinity Hillsboro Talladega Springs



# Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In	88.09%	87.63%	87.69%
Restaurant-Visit Any			
Fam. Restaurants/Steak	77.47%	78.52%	79.41%
Houses-Visit Any			
McDonald's	57.04%	57.14%	57.25%
Burger King	38.75%	38.71%	38.84%
Kentucky Fried Chicken (KFC)	38.1%	36.82%	36.17%
Wendy's	34.08%	33.35%	33.16%
Subway	32.4%	32.12%	32.15%
Pizza Hut	28.64%	27.97%	27.35%
Taco Bell	27.75%	27.74%	27.85%
Applebee's	26.6%	27.19%	27.87%
Arby's	23.23%	23.55%	23.71%
Dairy Queen	20.73%	20.47%	20.16%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Red Lobster	19.69%	19.33%	19.1%
Domino's Pizza	18%	17.09%	16.66%
Olive Garden	17.7%	18.04%	18.31%
Sonic	17.48%	17.68%	17.4%
Popeyes	16.4%	14.42%	13.63%
Golden Corral	15.93%	15.67%	15.49%
Hardee's	15.23%	15.32%	15.06%
IHOP (International House Of Pancakes)	14.73%	14.33%	14.25%
Cracker Barrel	14%	15.09%	15.52%
Outback Steakhouse	13.86%	13.62%	13.58%
Denny's	13.04%	12.17%	11.84%
Church's Fried Chicken	13.01%	11.42%	10.63%

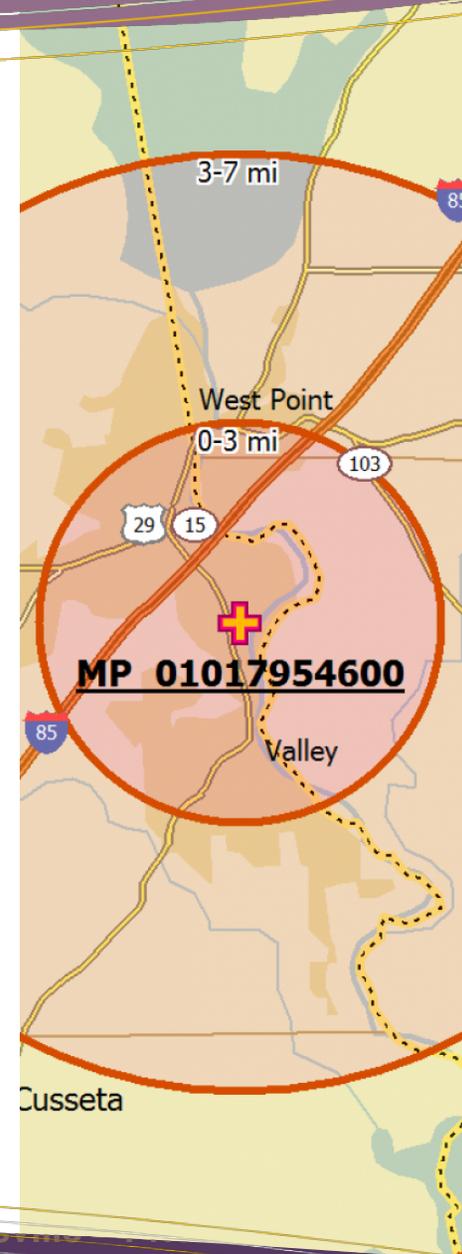


## Potential Shared Projects

Shared projects are those social or community projects in which people at this site location are involved that Christians could join in with them as a means of developing relationships while "serving with them." So often Christians either expect nonbelievers to come to them ("come to our church service or event") or the church creates a social type activity (church softball league, etc) in the community to invite nonbelievers to attend or join. These type of church-sponsored events and activities are often intimidating to a nonbeliever.

Shared projects are community activities that already exist in the missional site location in which nonbelievers are already participating. When missional believers, who live in the community, join community organizations and participate in community events, they have opportunities to be salt and light in their neighborhoods.

This section of the MissionSite report provides a list of common community activities together with the percentage of the site location that we would expect to be already participating. Find these community organizations, activities or events and join in with others in your community! What a way to build evangelistic relationships!



# Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

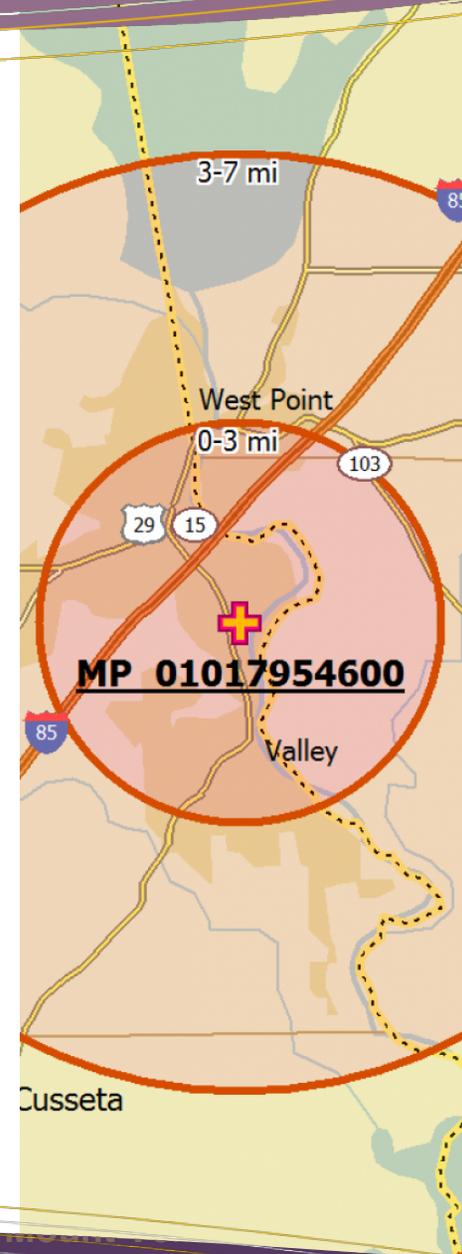
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	40.74%	41.74%	42.42%
Recycled products	24.92%	26%	26.83%
Worked as volunteer (non political)	13.37%	13.72%	13.92%
Engaged in fund raising	10.06%	10.4%	10.64%
Religious club member	7.63%	7.87%	8.04%
Church Board	5.96%	6.2%	6.39%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	4.99%	4.96%	4.93%
Took active part in local civic issue	4.47%	4.51%	4.55%
Charitable Organization	4.13%	4.43%	4.56%
Wrote to elected offcl about publ bus	4.12%	4.3%	4.46%
Union member	4.1%	4.5%	4.74%
Addressed a public meeting	3.68%	3.94%	4.08%

## Communication Media Content

The media-saturated 21st century poses both unique challenges and unique opportunities for missional leaders today. A major challenge you will face in this missional site location is cutting through the many layers of media that bombard your intended audience. Through the din of competing voices, the message of the gospel needs to become a clarion call.

Understanding the type of media content people in your site location use may help you to begin planning a comprehensive media strategy. Combining an understanding of this media content with the cultural bridges, barriers, and themes mentioned on pages 37-46 will enable you to begin shaping targeted messages to your intended audience.



# Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

<b>BOOKS</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Novel	12.52%	12.94%	13.33%
Children's Books	12.45%	12.6%	12.71%
Religious (not Bibles)	8.97%	9.22%	9.42%
Mystery	8.76%	9.16%	9.27%
Cookbooks	8.45%	8.63%	8.81%
Romance	6.37%	6.59%	6.67%
Personal/Business	5.34%	5.53%	5.68%
Self-help			
Biography	5%	5.08%	5.21%
History	4.93%	5.08%	5.19%

<b>MAGAZINES</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Newspaper Distributed	63.55%	63.2%	63.45%
Gen. Editorial	52.38%	50.95%	50.48%
Womens	44.96%	44.29%	44.26%
Service	31.72%	32.01%	32.15%
Mens	19.86%	19.22%	18.97%
Business/Finance	18.66%	17.99%	18.08%
Music	18.05%	17.03%	16.63%
Parenthood	15.54%	14.85%	14.57%
Health	14.3%	14.34%	14.28%

# Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	48.9%	50.15%	50.65%
Classified	32.83%	33.49%	33.57%
Sport	28.83%	29.44%	29.71%
Editorial Page	25.42%	26.62%	27.21%
Comics	24.24%	24.89%	24.95%
Business/Finance	22.8%	23.18%	23.56%
TV/Radio Listings	22.2%	22.46%	22.56%
Food/Cooking	22.1%	22.67%	22.88%
Movie Listings & Reviews	21.71%	21.93%	22.15%
Home/Gardening	17.41%	18.23%	18.67%
Travel	15%	15.57%	15.99%
Fashion	14.29%	14.46%	14.62%
Science/Technology	13.52%	14.13%	14.5%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	33.64%	30.28%	29.19%
Country	15.57%	17.91%	18.7%
CHR Contemp Hit Radio	15.55%	15.94%	16.14%
Adult Contemporary	12.88%	13.05%	13.12%
Oldies	9.62%	9.51%	9.49%
Jazz	9.46%	8.88%	8.94%
Variety	8.59%	8.23%	8.31%
Gospel	7.71%	7.23%	6.99%
Rock	7.22%	7.76%	8%
News/Talk	7%	7.11%	7.31%
Classic Rock	6%	6.37%	6.5%
Alternative	5.81%	5.58%	5.6%
Religious	5.09%	5.53%	5.8%
All News	4.69%	4.78%	5.05%
Soft Contemporary	4.6%	4.66%	4.82%
Sports	2.64%	2.67%	2.76%
All Talk	2.32%	2.47%	2.65%
Classical	2.31%	2.33%	2.41%



# Potential Multimedia Content:

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at [MissionalContext.org](http://MissionalContext.org)

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	60.14%	60.53%	61.24%
Other Video-On-Demand	54.24%	51.18%	49.56%
Satellite Dish	53.16%	53.88%	53.84%
Soapnet	51.05%	50.94%	50.78%
Sci-Fi Channel	35.25%	35.51%	35.86%
MSNBC	34.23%	33.78%	33.79%
Adult Pay Per View TV	32.92%	32.74%	33.2%
Subscribe Digital Cable	31.16%	31.31%	31.3%
TV Info From Sunday TV Magazine	27.16%	27.85%	28.06%
Nickelodeon	26.24%	26.46%	27.07%
TCM (Turner Classic Movies)	25.46%	25.02%	24.93%
Nick At Nite	25.32%	24.8%	25.02%

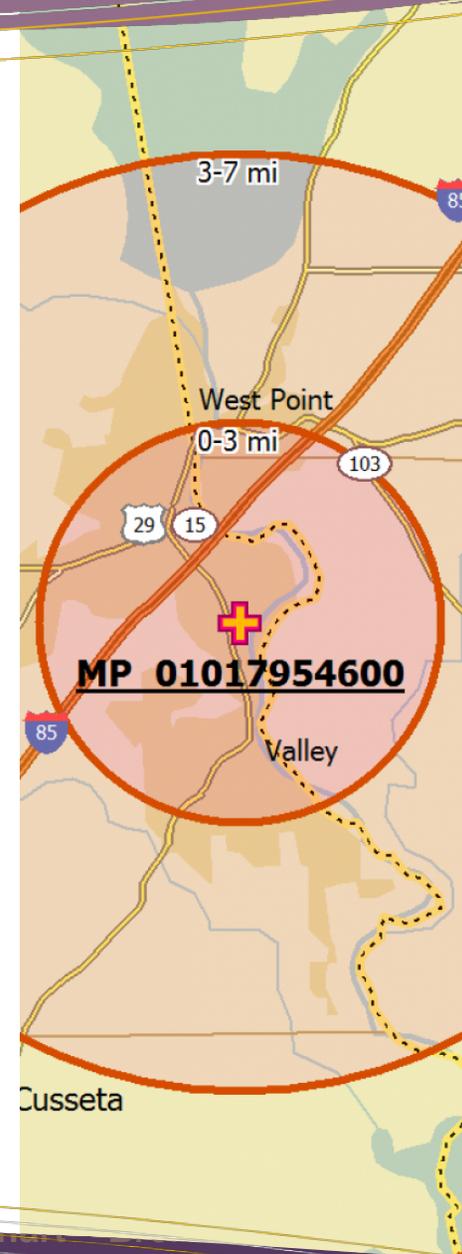
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TV Info From Newspapers	25.18%	25.39%	25.61%
TV Info From Monthly Cable Guide	24.33%	24.05%	23.8%
Comedy Central	23.98%	23.93%	24.18%
BET (Black Entertainment TV)	23.79%	22.6%	22.31%
Hallmark Channel	22.81%	22.64%	22.99%
Lifetime	22.4%	21.57%	21.57%
USA Network	22%	22.2%	22.32%
TV Info From Other	20.83%	20.94%	20.9%
The Golf Channel	20.42%	20.07%	20.46%
Adult Swim	20.39%	20.62%	21.21%
ABC Fam.	20.11%	19.18%	19.25%
Travel Channel	19%	18.6%	18.52%

## Communication Media Usage

It is not enough to understand the type of media that your intended audience uses. It may also be helpful to understand the extent to which people in your site location use various media types and when they use the media. Media usage is generally measured by frequency or extent. Time usage is measured in blocks of day, night and weekend usage.

Taken together, media content, media usage, and time usage may be combined with demographics, lifestyles, and consumer behavior to paint a picture of who does what and when at the site location.

Each of these components may help you to begin planning a comprehensive media strategy. Combining media with the cultural bridges, barriers, and themes mentioned on pages 37-46 will enable you to deliver targeted messages to your intended audience at times when they are apt to listen.



# Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	15.54%	15.97%	16.34%
Medium Users (4-6)	8.25%	8.36%	8.49%
Light Users (1-3)	17.09%	17.8%	18.17%
Quintiles (20%)			
Newspaper I (Heavy)	1.2%	1.08%	1.07%
Newspaper II	1.24%	1.33%	1.36%
Newspaper III	1.71%	1.86%	1.93%
Newspaper IV	0.7%	0.65%	0.61%
Newspaper V (Light)	1.54%	1.58%	1.44%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	20.92%	20.55%	20.36%
Magazines II	9.03%	8.93%	9.01%
Magazines III	10.01%	10.05%	10.06%
Magazines IV	13.78%	13.27%	13.02%
Magazines V (Light)	0.79%	0.78%	0.82%
Outdoor I (Heavy)	8.72%	7.84%	7.56%
Outdoor II	5.3%	4.64%	4.41%
Outdoor III	5.33%	4.86%	4.65%
Outdoor IV	18.36%	18.62%	18.45%
Outdoor V (Light)	25.78%	25.89%	25.65%
Yellow Pages I (Heavy)	16.39%	16.7%	16.58%
Yellow Pages II	7.69%	7.42%	7.35%
Yellow Pages III	10.99%	9.55%	8.91%
Yellow Pages IV	26.91%	26.66%	26.1%
Yellow Pages V (Light)	5.67%	5.13%	4.81%



# Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.15%	2.46%	2.59%
Drive Time III (Medium)	0.81%	0.79%	0.81%
Radio IV & V (Light)	2.3%	2.42%	2.46%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	12.14%	11.31%	10.97%
Radio III (Medium)	3.63%	3.78%	3.88%
Radio IV & V (Light)	3.25%	3.2%	3.3%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	11.01%	11.16%	11.55%
Cable III (Medium)	6.71%	6.29%	5.94%
Cable IV & V (Light)	42.17%	40%	38.92%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.82%	4.18%	4.14%
Prime Time III (Medium)	1.73%	1.84%	1.82%
Prime Time IV & V (Light)	10.88%	10.21%	9.67%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	38.64%	39.1%	39.3%
Fringe III (Medium)	58.89%	58.62%	57.88%
Fringe IV (Light)	58.37%	58.34%	58%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	16.57%	16.1%	15.64%
All Day III (Medium)	27.16%	26.47%	26.15%
All Day IV (Light)	19.96%	18.02%	17.34%



# Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Day-time Radio</b>			
Listeners			
Dayparts [summary]	10.1%	10.36%	10.64%
6:00am - 10:00am	14.33%	14.16%	14.06%
10:00am - 3:00pm	11.42%	9.95%	9.38%
3:00pm - 7:00pm	17.15%	15.68%	15.18%
7:00pm - Midnight	12.91%	12.32%	12.05%
Midnight - 6:00am	8.23%	7.16%	6.84%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	14.44%	13.97%	14.02%
6:00am - 10:00am	2.69%	2.74%	2.78%
10:00am-3:00pm	4.05%	4.02%	4.13%
3:00pm - 7:00pm	7.7%	7.25%	7.1%
7:00pm - Midnight	10.34%	9.69%	9.6%
Midnight - 6:00am	14.23%	13.15%	12.67%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	5.95%	5.77%	5.93%
Saturday: 8:00-11:00pm	7.54%	7.66%	7.87%
Sunday: 7:00-11:00pm	9.66%	9.23%	9.2%
9:00am-1:00pm	25.32%	24.8%	25.02%
9:00am-4:00pm	28.63%	28.28%	28.7%
4:00pm-7:00pm	29.34%	28.67%	28.9%
11:00pm-1:00am	44.64%	43.53%	43.31%
AVG Prime time	5.9%	5.2%	4.87%
Mon-Sun			

# Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	17.17%	16.17%	15.65%
7-9am	18.53%	18.22%	18.43%
9am-12noon	19%	19.27%	19.7%
12noon-4pm	9.63%	9.01%	9%
4-6pm	44.63%	44.06%	44.78%
6-7pm	16.81%	17.09%	17.6%
7-7:30pm	1.25%	1.26%	1.37%
7:30-8pm	11.89%	11.78%	11.75%
8-11pm	5.95%	5.77%	5.93%
11pm-12am	34.23%	33.78%	33.79%
11pm-1am	44.64%	43.53%	43.31%
1-6am	30.12%	28.43%	28.51%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	16.79%	16.72%	16.66%
Sat: 10am-1pm	7.75%	7.61%	7.67%
Sat: 1-4pm	25.63%	25.51%	25.37%
Sat: 4-6pm	7.54%	7.42%	7.31%
Sat: 6-7pm	1.44%	1.47%	1.54%
Sat: 7-8pm	0.91%	0.8%	0.82%
Sat: 8-11pm	7.54%	7.66%	7.87%
Sat: 11pm-1am	5.56%	5.37%	5.42%
Sat: 1am-7pm	22%	22.2%	22.32%
Sun: 7-10am	1.98%	2.04%	2.16%
Sun: 10am-1pm	5.36%	5.64%	5.89%
Sun: 1-4pm	4.39%	4.69%	4.95%
Sun: 4-7pm	11.39%	11.71%	11.9%
Sun: 7-11pm	9.66%	9.23%	9.2%
Sun: 11pm-1am	5.25%	4.95%	4.9%
Sun: 1-7am	19.61%	19.79%	20.03%

# Using the Cultural Bridges, Barriers and Themes

The Cultural Bridges provide lists of activities and interests that are common among some groups of people in this mission site. Missional team members and church planters may use this data as the basis for creating intentional redemptive relationships. The Cultural Barriers list gives attitudes that may become a barrier to the spread of the gospel. The Cultural Themes are attitudes that may be the basis for developing a gospel presentation.

## *Issues for Your Consideration*

1. Please read pages 62 and 63 on Biblical Missional Multiplication and Establishing Redemptive Relationships before considering the following issues.
2. Look through the cultural bridges listed on pages 37-41. Has anyone on the missional team been personally involved or interested in any of these bridge areas in the past? How can the team get involved in these activities with people who live and/or work in the mission site area?
3. Review the cultural barriers listed on page 44. Discuss how each of the attitudes reflected in this mission site may become a barrier to the spread of the gospel. Also discuss what steps the missional team may take to overcome these barriers.
4. Review the cultural themes listed on page 46. Choose two or three of the major themes that are prevalent at this mission site and begin developing presentations that wrap the gospel around these themes. Discuss how to "steer" the conversation to these themes and bridge into the gospel presentation.

# Using the Shared Places, Projects, Media Content and Usage

The Shared Places provides a list of restaurants and restaurant types that are frequented by some groups of people in the mission site. If a particular restaurant chain is not in your area, look for similar types of restaurants. The Shared Projects section lists various activities in which some people in the mission site are engaged. The Media Content and Usage sections give a window into the types of media content that is preferred and the times media is commonly used

## *Issues for Your Consideration*

1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in which people in the mission site may be involved in these activities. Has anyone on the missional team been personally involved in these activities with people who live and/or work in the mission site area.
3. Review the print, radio, and television media content listed on pages 52-54. What do people in this mission site read, listen to or watch? Describe the "typical" types of people in the mission site based on this information. How does this information shape the ways in which the missional team should present the gospel and the church? What mediums could be used to communicate with people at this mission site more effectively?
4. Review the print, radio and television media usage on pages 56-59. Describe the frequency and times of media usage by people at this mission site. How does this inform what media the missional team should use and when the media should be employed?

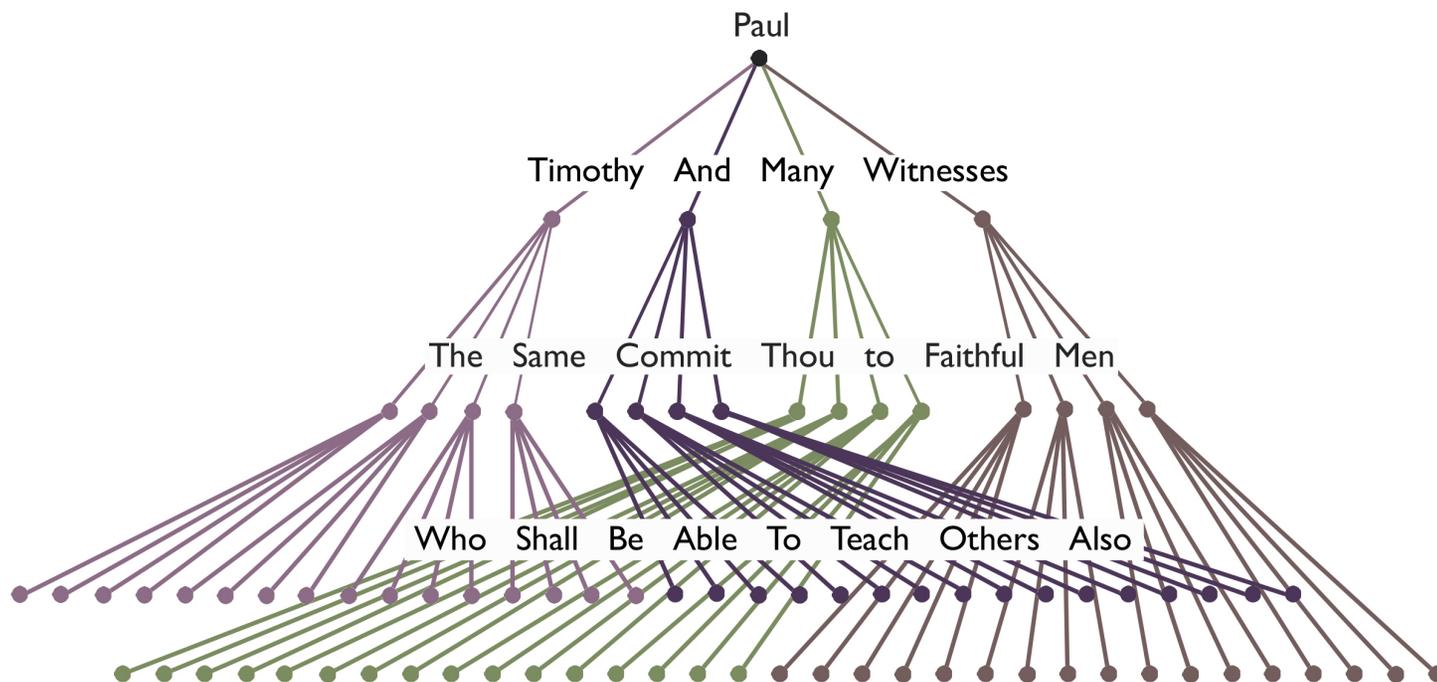


# Biblical Missional Multiplication

Biblical missional multiplication builds upon discipling and spiritual reproduction. Jesus and his disciples multiplied their efforts by investing in relationships with others. The diagram to the right illustrates how social networking in the New Testament era was behind the success of this multiplication.

The MissionSite report provides insights into ways that we too can build redemptive relationships and foster missional multiplication at this site location.

## Missional Multiplication Principle *2nd Timothy 2:2*

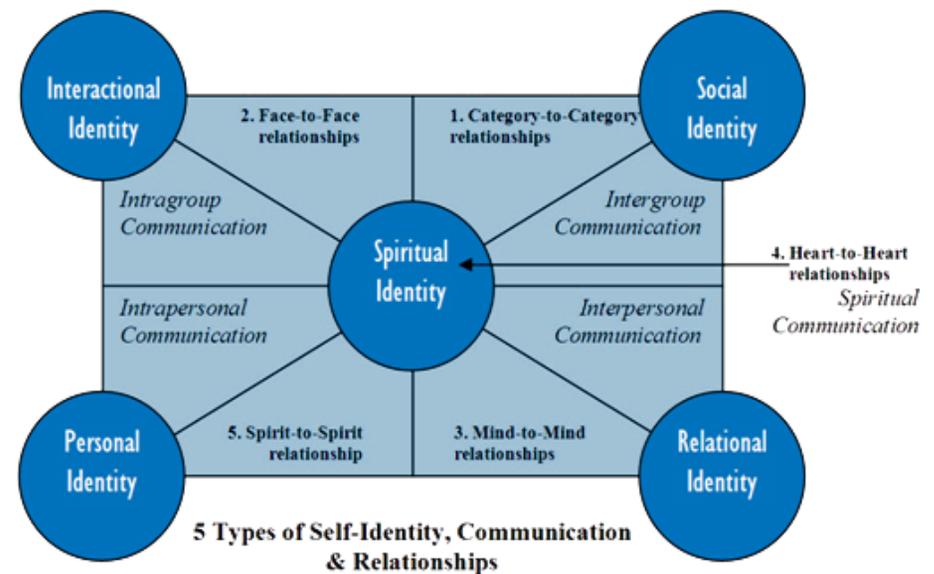


# Establishing Redemptive Relationships

Missional Multiplication occurs when redemptive relationships move people through a process to bring people to Christ. This process is most successful as we relate to people based on their identity. Five types of identity enable us to connect with people and see them move through this process.

## Communication Steps

1. **Category-to-Category:** Connect through a common social identity; some activity, interest, or behavior that you share with the person.
2. **Face-to-Face:** Begin interacting with the person; building a personal rapport.
3. **Mind-to-Mind:** After building a rapport, move the conversation towards spiritual issues.
4. **Heart-to-Heart:** As the Holy Spirit leads you, wrap the gospel presentation around a theme that connects with the person.
5. **Spirit-to-Spirit:** This is the level at which the Holy Spirit works speaks to our inner self. The previous 4 steps facilitates the Holy Spirit doing his regenerative work.

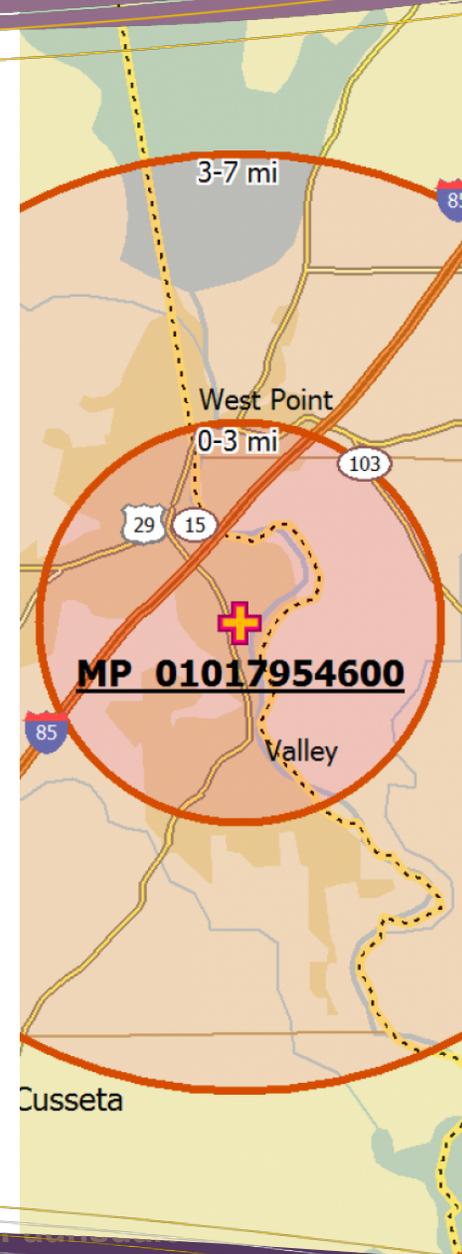


## Your MissionSite and the Missional Suite

The site location of this MissionSite report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1/2 mile, 0-1 1/2 mile, 0-3 mile, 3-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,370 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report selects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. SITESCAPE definitions may be found online at the MissionalCyclopedia.org site.

Additional help regarding this MissionSite location may be obtained at [www.iicm.net](http://www.iicm.net). IICM provides access to a number of resources:

- Online personal missional profile at [APEPT.org](http://APEPT.org)
- Custom reports at [MissionalContext.org](http://MissionalContext.org)
- Custom mapping at [MissionalCulturescape.org](http://MissionalCulturescape.org)
- Missional information at [MissionalCyclopedia.org](http://MissionalCyclopedia.org)
- Networking & Zipcode level data at [MissionalCorps.org](http://MissionalCorps.org)
- Information on top lifestyle groups at [MissionalZipcode.org](http://MissionalZipcode.org)



# Notes and Sources

1. Sightscape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.
2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.
3. MOSAIC segmentation data are copyrighted by Experian US and are licensed through ScanUS
4. The consumer behavior data from Mediamark Research & Intelligence is copyrighted by them and is licensed through ScanUS.
5. The consumer behavior data from Simmons Market Research Bureau is copyrighted by them and is licensed through ScanUS.
6. The data from the departments of the US government is public data. US government sources include: Bureau of the Census, Department of Commerce; Economic Research Service, Department of Agriculture; National Center for Education Statistics, Department of Education.



# APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	Shawmut Fist	2300 23rd Dr Valley, AL 36854	0.07 mi	246	Plateauing
2	Faith	1801 41st St Valley, AL 36854	0.78 mi	30	Declining
3	Plant City	2001 E 1st Ave Lanett, AL 36863	0.95 mi	145	Growing
4	West End	PO Box 42 Valley, AL 36854	1.32 mi	84	Growing
5	Sunset Heights	827 Veterans Memorial Pkwy Lanett, AL 36863	1.51 mi	59	Growing
6	FBCValley	PO Box 215 Valley, AL 36854	1.66 mi	132	Declining
7	Lanett First	PO Box 365 Lanett, AL 36863	1.85 mi	204	Declining
8	West Side	PO Box 425 Lanett, AL 36863	1.95 mi	61	Declining
9	Huguley	3838 42nd St SW Lanett, AL 36863	2.23 mi	23	Declining
10	Calvary	2420 S Phillips Rd Lanett, AL 36863	2.96 mi	91	Plateauing
11	Midway	7190 20th Avenue Valley, AL 36854	3.07 mi	31	Declining
12	Fairfax First	510 Denson St Valley, AL 36854	3.13 mi	208	Declining
13	Fairview	600 River Rd Valley, AL 36854	3.64 mi	152	Declining
14	Happy Valley	1623 49th Ave SW Lanett, AL 36863	3.68 mi	214	Plateauing
15	Victory	3945 54th Ave SW Lanett, AL 36863	4.21 mi	82	Growing



# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	River View	PO Box 8178 Valley, AL 36872	4.47 mi	53	Declining
17	Lanier	3295 County Road 289 Lanett, AL 36863	5.19 mi	108	Declining
18	Providence	6243 County Road 180 Lanett, AL 36863	5.49 mi	30	Growing
19	Grace	2344 US Highway 29 Valley, AL 36854	6.17 mi	64	Growing
20	Johnson Chapel	3122 County Road 388 Valley, AL 36854	6.83 mi	69	Declining
21	Blanton	2777 Lee Road 380 Valley, AL 36854	7.55 mi	38	Declining
22	Cornerstone	9785 US Highway 29 N Cusseta, AL 36852	8.23 mi	69	Growing
23	Cusseta	PO Box 122 Cusseta, AL 36852	8.24 mi	20	Plateauing
24	Beulah	5500 Lee Road 270 Valley, AL 36854	8.89 mi	97	Growing
25	Wallace Chapel	7444 US Highway 29 N Cusseta, AL 36852	9.99 mi	37	Plateauing
26	Jackson Memorial	3122 County Road 89 Lafayette, AL 36862	10.17 mi	36	Declining
27	Rocky Mount	115 Lee Road 804 Valley, AL 36854	12.20 mi	69	Declining
28	New Hope	11035 County Road 267 Five Points, AL 36855	12.42 mi	42	Declining
29	Ridge Road	5465 Lee Road 390 Opelika, AL 36804	12.99 mi	37	Growing
30	Lafayette First	201 S Lafayette St Lafayette, AL 36862	13.52 mi	143	Declining



# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Liberty	2701 W Point Pkwy Opelika, AL 36804	13.72 mi	73	Declining
32	Lafayette Heights	PO Box 210 Lafayette, AL 36862	14.38 mi	118	Growing
33	Northside	3001 Lafayette Pkwy Opelika, AL 36801	15.21 mi	31	Growing
34	Five Points	1516 County Road 258 Five Points, AL 36855	16.37 mi	20	Declining
35	Union Grove	4009 Lee Road 391 Opelika, AL 36804	17.12 mi	121	Growing
36	Antioch	20130 Veterans Memorial Pkwy Lafayette, AL 36862	17.32 mi	50	Declining
37	Salem First	PO Box 96 Salem, AL 36874	17.34 mi	17	Growing
38	Concord	321 Lee Road 251 Salem, AL 36874	17.52 mi	201	Plateauing
39	Opelika First	PO Box 329 Opelika, AL 36803	17.70 mi	1,350	Growing
40	Rock Springs	2408 County Road 62 Lafayette, AL 36862	17.84 mi	69	Plateauing
41	Chewacla	1401 Chewacla Rd Opelika, AL 36804	17.94 mi	31	Growing
42	Central	1611 2nd Ave Opelika, AL 36801	18.54 mi	140	Growing
43	Purpose	PO Box 4193 Opelika, AL 36803	19.30 mi	45	Growing
44	Bethel	1436 County Rd 297 Five Points, AL 36855	19.61 mi	29	Declining
45	Pepperell	2702 2nd Ave Opelika, AL 36801	19.77 mi	199	Declining





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An evangelical mission agency supported by individuals, foundations, churches, denominations, mission agencies & para-church ministries. For more information about the mission and vision of IICM please visit [www.iicm.net](http://www.iicm.net).

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